BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Information Technology Pearson BTEC International Level 3 Subsidiary Diploma in Information Technology Pearson BTEC International Level 3 Foundation Diploma in Information Technology Pearson BTEC International Level 3 Diploma in Information Technology Pearson BTEC Level 3 National Extended Diploma in Information Technology
Unit number and title	**Unit 19: Enterprise in IT**
Learning aim(s) (For NQF only)	**B:** Develop a marketing plan for an IT product or service based on market research
Assignment title	Developing a marketing plan
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are in the process of developing an IT based business idea with the intention of launching a company to implement the idea. You have now reached the stage where you need to create a marketing plan for the business idea.

Task 1	Write and evaluate a marketing plan for your business idea, which identifies your strategy and objectives, how they will be achieved and how they link to the overarching enterprise objectives Your marketing plan should be comprehensive, well-reasoned and based on research that has a clear rational and follows market research principles. It should have a reasoned interpretation of your findings and their value to marketing planning. Before writing your plan you need to carry out some market research to inform your plan. The marketing plan should include the following components: • product or service characteristics • pricing methods • promotion methods • channels to market and distribution methods • interrelationships between the components of the marketing plan. Your plan also needs to describe how you: • carried out your market research

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	• carried out market testing • will monitor the effectiveness of the plan Overall your plan and evaluation should be easy to read and understand by a third party. It will be logically structured, use appropriate technical language throughout, and be fluently written, using a high standard of written language.
Checklist of evidence required	Completed marketing plan and evaluation.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.D2	Evaluate a comprehensive and well-reasoned marketing plan for an IT product or service, based on effective research and an appropriate idea selection process.
B.M3	Develop a reasoned marketing plan for an IT product or service, using appropriate research and an appropriate idea selection process.
B.P3	Select an idea using a range of criteria for an IT product or service.
B.P4	Research, with some inconsistencies, the potential market for an IT product or service.
B.P5	Create a marketing plan, with some inconsistencies, for an IT product or service.

Sources of information to support you with this Assignment	Westwood, J. How to Write a Marketing Plan. Kogan Page 2016. 978-0749475710 Ryan, D. Understand Digital Marketing. Kogan Page 2104. 978-0749471026 Smith, N. Digital Marketing in a Week. Teach Yourself 2106. 978-1473609525
Other assessment materials attached to this Assignment Brief	*e.g., work sheets, risk assessments, case study*